SAS Forum International
Copenhagen 2004

Bridging the gap between Academia and Business - How SAS‘ Academic Initiative can support you in leveraging your investment in SAS

Nina Hanke
Head of Academic Initiative (EMEA)
SAS
The Academic Initiative

Bridging the gap between Academia and Business
The Academic Initiative - 3 pillars
The Academic Initiative - 3 pillars

Professors
Teaching
Research
Thought-Leadership

Students
Graduate with SAS skills
= their competitive advantage

Customers
Require graduates with SAS skills to ensure continuity in their investment in SAS
What does the Academic Initiative offer?
For Professors, teachers, researchers

- Curricula Development
- Case Studies
- Thought Leadership
- Research Support
- Teaching Material
- Academic Marketing
- Non-Commercial Price Structure
For Students I

SAS Fellowship Programme ⇒ Supports quality Final Thesis and PhD projects

The SAS™ Fellowship Programme

Do you want targeted exposure for your project? A fast track into a successful business career?

Owing to SAS being the world’s leading analytical and business intelligence software vendor, and to the large number of academic institutions and businesses using SAS solutions, demand for trained SAS® users is high.

SAS has a long history of commitment to supporting education, and to helping our customers meet their needs for talented people. As part of SAS Academic Initiative, we have developed the SAS Fellowship Programme with the aim of improving the quality of today’s academic projects and enriching the skill sets of tomorrow’s graduates.

I know that you – our customers – need qualified people that can exploit the investment you have made. If you are an undergraduate student, a graduate student or a doctoral candidate in business, economics, finance, statistics or IT, then this is the opportunity for you to gain valuable support from SAS and access to an interested audience for presenting your work. If you think that your research should be shared with the business community, then the SAS Fellowship Programme is something you will want to be a part of.

Successful applicants in the SAS Fellowship Programme will receive relevant training in a 10-day course, six months software licence, access to SAS and more.
For Students II

Home Copies ⇒ Learning Edition

SAS Learning Edition

SAS Learning Edition is a personal learning version of the world’s leading business intelligence and analytical software.

Why Use SAS Learning Edition?

TO BOOST YOUR CAREER! SAS skills are in demand and hands-on knowledge is vital. SAS Learning Edition is the perfect tool for you to discover the power of SAS and propel your career. Ideal for both students and business professionals, SAS Learning Edition delivers a broad range of SAS functionality, including:

- Web-based reporting
- Survival analysis
- Descriptive statistics
- Multivariate analysis of variance
- Nonparametric analysis
- ANOVA with multiple comparison tests
- Linear, logistic, and nonlinear regression
- Box-Whisker, scatter, normality and residual plots
- Bar, pie, star and bivariate charts
- Single or multiple graphs.
For both Professors, Teachers, Researchers and Students I

Access to international academic network ⇒ world wide Academic Initiative. Example AACSB:
Provide access to User groups ⇒
- Special Student fee
- Student Ambassador Competition
- Academic Intelligence Award
Student Ambassador Competition

SAS Forum International
Copenhagen, 15-17 June 2004

Student Ambassadors

"I know that you - our customers - need qualified people that can exploit the investment you have made in SAS. Through our Academic Initiative, SAS is going to continue to ensure that you have the qualified people you need."

- Dr. Jim Goodnight

Ground-breaking research and brilliant business theories
"Student Ambassadors" present at SAS Forum International

As part of the SAS Academic Initiative, five Student Ambassadors have won the opportunity to present their research projects and theses in Copenhagen. Five PhD candidates, MBA students, and undergraduates have used SAS powerful analytics to create new solutions to business issues and research objectives. If you are interested in the absolute latest in SAS thinking - or if you are a front-line manager looking to hire new, talented SAS experts - here's where to look!

The Student Ambassador stream takes place on Thursday 17 June, and the SAS Academic Initiative stand will be open throughout the conference.

Out of a record number of applicants from 14 countries, the 2004 Student Ambassador jury chose the following presenters:

<table>
<thead>
<tr>
<th>Student Ambassador</th>
<th>Country</th>
<th>University</th>
<th>Presentation Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christine Vera Cruz</td>
<td>United Kingdom</td>
<td>Sheffield Hallam University</td>
<td>Exploring the analytical intelligence synergies of BAR, Text Miner and SAS Enterprise Miner™ to enhance Customer Relationship Management, a Business Case Study of the Diablo Data Mining Case</td>
</tr>
</tbody>
</table>
Student Ambassadors

SeUGI20 Paris & SeUGI21 Vienna

Adeline Laulanie (UK)
Samuel Dupont (Belgium)
Bart Baesens (Belgium)
Uwe Steinlein (Germany)
Jurek Krawzuk (Poland)

Claus Puhr (Austria)
Monika Seyerle (Germany)
Elisabeth Maurice (France)
Henrik Tveit (Norway)
Student Ambassadors
SAS Forum International 2004 Copenhagen

Christine Vera-Cruz (UK)
Aneeqah Vahed (South Africa)
Gabor Malik (Hungary)
Przemyslaw Piotrowski (Poland)
Americo Todisco (Italy)
Kristin Erikkson (Sweden)
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9:00 - 9:35</td>
<td>Bridging the Gap (SAS)</td>
</tr>
<tr>
<td>9:40 - 10:15</td>
<td>Academic Intelligence Award Winner (Warsaw School of Economics)</td>
</tr>
<tr>
<td>10:40 - 11:15</td>
<td>Sheffield Hallam University</td>
</tr>
<tr>
<td>13:10 - 13:45</td>
<td>Uppsala University</td>
</tr>
<tr>
<td>13:50 - 14:25</td>
<td>Warsaw School of Economics</td>
</tr>
<tr>
<td>14:30 - 15:05</td>
<td>University of Debrecen</td>
</tr>
<tr>
<td>15:30 – 16:05</td>
<td>University of Siena</td>
</tr>
<tr>
<td>16:10 – 16:45</td>
<td>University of the Western Cape</td>
</tr>
</tbody>
</table>
For our commercial customers

“Your SAS expertise has never been more valuable or more in demand. More and more university professors from around the world are contacting us for help to put SAS into their curricula and not only in statistics but also in such diverse areas as marketing, finance, economics, molecular biology, geology, engineering, life sciences and of course MBA programs. In fact as of January SAS has a person in every continent dedicated to partnering with universities and business schools"

Dr. Jim Goodnight
Montreal May 9th, 2004
For our commercial customers

- Link between University/Business School and customer
- Recruitment
- Internships/Student Placements
- Final thesis
Examples of Academic Initiative ‘Bridging the gap between Academia and Business’
Graduate – University/Business School – SAS customer (POLAND)

- Jan Kowalski
- Warsaw University of Technology
  - “Advanced Data Transformation”
  - “Data Analysis”
- PeKaO SA
Graduate – University/Business School – SAS customer (POLAND)

- Przemyslaw Ciepiela
- Warsaw University of Technology
  - “Advanced Data Transformation”
  - “Data Analysis”
- PeKaO SA

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Graduate – University/Business School – SAS customer (POLAND)

- Mariusz Gromada
- Warsaw University of Technology
  - “Advanced Data Transformation”
  - “Data Analysis”
- Polkomtel
Graduate – University/Business School – SAS customer (UK)

- Christine Vera-Cruz (Student Ambassador 2004)
- Sheffield Hallam University
  - “MSc in Business Intelligence”
- UCAS
Graduate – University/Business School – SAS customer (UK)

- Mathew Simcock
- DeMontfort University
  - “BSc Medical and Health Statistics”
- Novartis
Graduate – University/Business School – SAS customer (UK)

- Will graduate in 2005
- Cranfield University
  - “MSc in Translational Medicine”
- GlaxoSmithKline
Graduate – University/Business School – SAS customer (FRANCE)

- Nadège Epuy
- ‘Business Intelligence University’ organized by SAS Academic France
  - “2-day intensive course” on Enterprise Miner
- Leroy Merlin
Graduate – University/Business School – SAS customer (FRANCE)

- Sophie Doublet
- Groupe ESC Lille
  - “Mastère Spécialisé“ in Direct Marketing Direct & e-Business
- La Redoute
Graduate – University/Business School – SAS customer (FRANCE)

- Philippe Bourgeot
- GEM – Grenoble Ecole de Management
  - “Mastère Spécialisé” in Business Intelligence
- Amadeus
Graduate – University/Business School – SAS customer (FRANCE)

- 5 Students
- University of Paris 12
  - DESS “Ingénierie des Systèmes d’Information”
- Essilor
Graduate – University/Business School – SAS customer (AUSTRALIA)

- 7 Students (Internships) – 2 employed
- Queensland University of Technology
  - “E-Business and E-commerce”
- Queensland Department of Housing
Graduate – University/Business School – SAS customer (AUSTRIA)

- Martina Probszt
- Final Thesis with SAS Austria
- Mobilkom Austria
Graduate – University/Business School – SAS customer (AUSTRIA)

- Bettina Putschögl
- Uni Wien
- Baxter, Clinical Data Management
Graduate – University/Business School – SAS customer (DENMARK)

- 800 students (business, economics, social sciences etc.) from a variety of academic institutions

- Joined ‘SAS Student Resource Centre’
  - “Business Intelligence – IVC“
  - „Statistics and Data Mining“
  - „Activity Based Management“
  - „Supply Chain Intelligence“
  - “40 certified Core Concepts students”

- Novo Nordisk/ Danske Bank
Facts and Figures

- 3400+ Academic customers worldwide
- SAS is part of 13+ MBA Programmes (Europe)
- SAS is part of 24+ MSc Programmes (Europe)
- SAS in Research (Medical, Bioinformatics, Risk, Psychology, Textmining)
… Looking forward to working together with you …

- SAS commercial Customers to support you in your graduate recruitment efforts
- SAS academic customers to support you in bridging between you and our SAS commercial customers
- Students with SAS skills in supporting you to find students placements/ job opportunities at SAS customers
Visit our booth in the exhibition area …

- ... And let's develop a strategy together!
The Power to Know®

Join us at SAS Forum International Lisbon 21-23 June 2005
Post Graduate Program (Bac+6)

By Grenoble Ecole de Management and SAS France team

Educate specialists in business intelligence and SAS business solutions

Dual approach : Covering both Technical and Managerial aspects

Students’ sponsoring of SAS & SAS customers for tuition fees & internships
Sheffield Hallam University (EMEA-UK)

- MSc in Business Intelligence
- Sheffield Hallam and SAS UK joint curriculum
- Combined with scholarships, internships and future recruitment
- Student advantages from SAS training and SAS certification (qualification)
Université Catholique de Louvain (EMEA-Belgium)

- Post graduate degree - DEC “Diplôme d’Etudes Complémentaires” together with SAS V8 certification
- Data Warehouse component undertaken by SAS training department. Data Mining by the university
- SAS Marketing department support
Warsaw School of Economics (EMEA-Poland)

Collegium of Economic Analyses
Institute of Econometrics
Institute of Statistics and Demography
Research Institute of Economic Development
Chair of Business Informatics
Chair of Business Activity Studies
Chair of International Comparative Studies

Department of Management and Accounting
SAS Activity-Based Management (formerly Oros ABC)

Collegium of World Economy
Institute of International Marketing

Collegium of Business Administration
Chair of Financial Management
Chair of Strategic Management
Chair of Human Resources Management
Chair of Logistics
Chair of Marketing

Collegium of Management and Finance
Chair of Banking
Chair of Finance
Chair of Accounting
Chair of Business Finance
Chair of Quality Management
Chair of Business Management
Queensland University of Technology (AP-Australia)

Queensland University of Technology Relies on SAS® for Key Instructional Programs

With an enrollment level of around 30,000 students, Queensland University of Technology (QUT) is one of Australia’s largest universities. Across almost its entire range of undergraduate degrees, as well as postgraduate research areas, SAS software has figured prominently for over 15 years.

For QUT students and staff technology plays an important part in all areas of study, research and teaching. It therefore falls upon the University to ensure the technology used is of the highest quality. Ray Duplock, with degrees in biological science and information systems, coordinates research software across the university and is one of the key personnel involved in software evaluation.

In early 2001, Duplock, from the University’s High Performance Computing and Research Support Group, undertook such an evaluation of data mining software. “Even though the University has been using SAS software for over 15 years, I evaluated the majority of data mining solutions on the market and wasn’t surprised that SAS Corporation was the only company to provide a data mining solution,” said Duplock.

Ray Duplock
University’s High Performance Computing and Research Support Group

Queensland University of Technology

Challenges:
Provide students real-world, data-centric applications to prepare them for the workforce.

Solution:
SAS Enterprise Miner helps prepare Queensland University of Technology students for data mining.
City University of Hong Kong (AP-Hong Kong)

SAS Training in Business Intelligence
Seminars and Workshops
Consulting

The SAS-CityU Partnership: A Powerful Combination

Leading the industry in knowledge discovery

As the recognized leader in business intelligence and data mining, SAS has been helping companies around the globe turn static data into dynamic insights for nearly a quarter of a century. Software from SAS, the world's largest privately held software company, is used at more than 33,000 business, government and university sites in 110 countries. SAS customers include 98 of the Fortune 100 and 90 percent of the Global 500, as well as leading government, academic and research institutions.

Market researcher IDC reports that SAS Institute is the worldwide market leader in data mining software with 31.7
Tamagawa University (AP-Japan)

Tamagawa Gakuen Education
as a Comprehensive Campus since 1929

Strategic Performance Management Course in cooperation with SAS
India School of Business (AP-India)

- Advanced Analytics curricula
- Seminars on CRM and ABM
Baylor University (USA)

SAS on the administrative side of the University for school management:

- Graduate school (71 masters / 15 doctoral degrees) uses SAS to evaluate graduate programs based on enrollment, test scores, graduation rates & job placement rates.

- Undergraduate division uses SAS to track enrollment, recruitment and retention of all Baylor students.

SAS in teaching:

Courses on decision support system combined with SAS certification.
University of Central Florida (USA)

- **Administrative side:**
  Web-based survey system to evaluate performance of both students and faculties who participate in distance learning (e-learning) classes.

- **Teaching side:**
  College of Arts and Sciences:
  - SAS Data Mining Certificate Program
  - Data Mining MSc degree
The complete list of Success Stories

- Baylor University
- Columbia University
- Comenius University
- Dartmouth College Atlas Project
- ESIC- Escuela Superior de Gestion Commercial y Marketing
- Fox Chase-Temple Bone Marrow Transplant Program
- Grenoble Ecole de Management (formerly Grenoble Graduate School of Business)
- Loma Linda University
- Ministero dell’Istruzione, dell’Universta e delle Ricerca (MIUR)
- Nanyang Business School
- The Open University
- Poway Unified School District
- Queensland University of Technology
- Sheffield Hallam University
- The Texas Education Agency
- Tschwane University
- University of central Florida
- University of Louisville
- University of North Carolina for AIDS research

All Success Stories can be found on sas.com – look under Education: http://www.sas.com/success/industry.html
The Power to Know

Join us at SAS Forum International Lisbon 21-23 June 2005